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## KIBABII UNIVERSITY



### UNIVERSITY EXAMINATIONS MAIN EXAMS

**2022/2023 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER**

**FOR THE DEGREE OF BACHELOR OF COMMERCE**

**COURSE CODE: BCB323**

**COURSE TITLE: PUBLIC SPEAKING AND NETWORKING SKILLS**

**DATE: 12/04/2023      TIME: 9:00-11:00 AM**

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***INSTRUCTIONS TO CANDIDATES***

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER TWO** Questions
  - 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
  - 3) Credit is given for legibility, clarity and use of relevant examples
  - 4) Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each
  - 5) Clearly write your **Registration Number** on each answer sheet used
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**TIME: 2 Hours**

***KIBU observes ZERO tolerance to examination cheating***



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**Knowledge for Development**

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**QUESTION ONE**

- a) Cite 5 reliable sources of information when carrying out research. **(5 marks)**
- b) Outline the similarities between the interactional and transactional models of communication. **(3 marks)**
- c) Explain the three behavioural patterns found in people with apprehension. **(4 marks)**
- d) Speaking ethically enhances the authenticity of your speech. Justify. **(4 marks)**
- e) Highlight strategies for making information clear and interesting to your speaking audience. **(4marks)**
- f) Citing 3 examples, highlight the significance of organizing your speech. **(4 marks)**
- g) Identify four areas of constraints when engaging in Public Speaking. **(4 marks)**
- h) Mention four primary constraints of topic selection. **(2 marks)**

**QUESTION TWO**

- a) With examples, explain the different forms of listening. **(7 Marks)**
- b) Muniu Gathiora is a Communication Specialist, a graduate in Communication Studies. He has a vast experience in Public Speaking in various settings within the country. Recently, he got an invitation to Japan to speak in a Seminar dubbed "*Advocacy for Ethical Principles in Digitized Communication Fora.*" His audience is blend of Communication experts from Asia and Eastern Europe. i) Elaborately narrate on the possible challenges he may experience as he navigates through his assorted Audience. ii) Of these challenges, which one is most likely to be dominant? Why? **(13 Marks)**

**QUESTION THREE**

- a) What four considerations should one major on in Topic Selection for a speech? Cite relevant examples in each. **(5 marks)**
- b) Kazungu Mudzo has just graduated from the University last year. During his business studies, he specialized in Entrepreneurship as an area of interest. He has been doing small scale businesses in his hometown. Recently, he got some loan to set up a cleaning





services company. Using **Networking** as Strategic Business tool, kindly elaborate on the vital steps he should take to ensure he has a robust upsurge in the business operations.

**(15 Marks)**

#### QUESTION FOUR

- a) Speech Delivery requires tactfulness and mastery of content for effective results. Elaborately explain the four forms in which a speech can be delivered. **(8 marks)**
- b) An audience's interest is greatly enhanced by internal and external credibility. Moreover, internal credibility strongly arouses the audience's attention, tremendously leading to an enduring phenomenal perception of the speaker. Discuss. **(12 Marks)**

#### QUESTION FIVE

- a) Elaborately distinguish between a Preparation and Speaking Outline. **(6 marks)**
- b) What are the dimensions of Audience Analysis? Explain with examples. **(8 Marks)**
- c) Transitional Statements are phrases or sentences that lead from one distinct but-connected idea to another. Cite 3 verbal and non-verbal transitions. **(6 marks)**

